The fast visual response of Gordon's ProForm® products virtually eliminates customer call-backs concerning weed control. Precision performance products may cost a little more up front, but they make up the difference in savings on your bottom line.

- **SpeedZone®, PowerZone®** and **SpeedZone Southern** are precision tuned for the fastest cool-weather weed control - ever!

- When the weather heats up, water-based **Surge®** takes the heat off the weed pressure, including yellow nutsedge.

- When the problem is crabgrass, nutsedge AND broadleaf weeds, get the multi-purpose fast performance of **Q4, the "Army Knife of Turf Herbicides"**!

Find Out Why..... **Nobody knows your turf like we do!**

Gordon Corporation
An Employee-Owned Company
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Even finely tuned companies are taking a beating in this off-road economy. Information is the key to navigating this rough terrain and finding your way back onto the fast track. **BY LM STAFF**

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**OUR MISSION:** Landscape Management — the leading information resource for large, successful lawn care, landscape maintenance, design/build and irrigation professionals — empowers Green Industry professionals to learn and grow from their peers and our exclusive business intelligence. Serving as the industry conscience, we not only report on but also help shape news, views, trends and solutions.

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**LM MARKET MATCH**
We've made your life a little easier by supplying icons that direct you to stories targeting your core business.

- **B** - Business
- **D/B** - Design/Build
- **I** - Irrigation
- **LC** - Lawn Care
- **M** - Maintenance

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**ON THE COVER**
Photos by iStock International Inc.

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**JUNE 2009**
**VOL 48, ISSUE 6**
Until it's proven, all the claims mean nothing.

The same goes for lawn care products. You need solutions that are proven to work. Products that have been researched and tested to stand up to even your toughest weed, insect and disease problems. Others can claim it. Dow AgroSciences can prove it. Our comprehensive portfolio includes the leading solutions you know and trust, like Dimension®, Gallery® and Snapshot® specialty herbicides, as well as MACH 2® specialty insecticide. And our Turf & Ornamental Specialists are a proven resource for the service and support you need. But don’t just take our word for it, see the proof at www.DowProvesIt.com.

www.DowProvesIt.com 800-255-3726
The H-2B program under attack — again

Ohio Landscape Association Executive Director Sandy Munley discusses her ultimately futile attempts to testify before the House Oversight and Government Reform's Domestic Policy Subcommittee, which held a hearing titled "The H-2B Guestworker Program and Improving the Department of Labor's Enforcement of the Right's of Guestworkers."

READERS RESPOND

What's your education level?

- Graduated high school: 31%
- Earned master's degree: 10%
- Earned associate's degree: 3%
- Earned bachelor's degree: 53%
- Earned doctorate: 3%

WEB EXCLUSIVE

Leaders profiles

Find expanded coverage from our exclusive 2009 State of the Industry report. Learn what some of the top executives in the Green Industry think will be the biggest opportunities and most difficult challenges in the coming year.

ONLINE OPPORTUNITIES

Explore recession-busting ideas with Landscape Management's seven inaugural LM Consulting Clubs — a brain trust of business coaches proven to help Green Industry contractors, industry suppliers and associations bolster everything from customer and employee relationships to revenues and margins to strategic planning and overall business valuations.

Visit the LM Bookstore and peruse our experts' offerings. Jeffrey Scott will teach you to increase your business with The Referral Advantage, Harvey Goldglantz explains why Marketing Matters. Jim Paluch's trio of tales, including Five Important Things, Leaving a Legacy and Growing Dreams, also are available.

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LMdirect!

Costs are higher; profits are shrinking. How does one recoup the deteriorating bottom line?

Athletic Turf News

A 2,500-sq.-ft. properly maintained natural grass lawn generates enough oxygen to sustain a family of four.

LD/B Solutions

The American Academy of Pediatrics released a policy statement about trends in community development that have contributed to the decline of physical activity among children and adolescents. Read how landscape design/build professionals help reverse that trend.

Get Growing

Ponds and creeks present a great opportunity to work with cultivars beyond the everyday flowerbed plantings. But what plants work best in and near ponds and creeks?
Turning a job into a job well done.
That's intelligent.

Finish the job right with 25 years of proven nozzle performance and durability.
For a quarter-century, Rain Bird has been offering nozzle solutions as dependable as they are innovative. From the easy-to-adjust VAN to the highly flexible MPR to the precise and uniform U-Series, these water-saving nozzles fit any application—and now, with new lower list prices—any budget. Products that help you do what's best for your customers, your wallet and the planet. That's The Intelligent Use of Water.™

Rain Bird® MPR Nozzles
Save more than 20%* over 2008 Rain Bird list pricing.

*Based on 2009 U.S. Rain Bird® list pricing effective January 1, 2009.

Rain Bird 2009 List Price
$1.65

See how much you’ll save at www.rainbird.com/savings
Championship turf is now affordable for lawn care. Introducing DISARM G granular fungicide, strobilurin disease control that can help your operation become more profitable. It's the best value in the category, lowering your investment. It's the only strobilurin granule labeled by the EPA that offers maximum control of light-to-moderate dollar spot infestations and other major turf diseases. And its superior turf quality helps you satisfy customers and attract new accounts, while reducing callbacks, reapplications and wasted crew time. To learn more, call 866-761-9397 or visit arystalifescience.us/disarmg.
Smarter better than greener

Our Green Industry is becoming the greener industry. More encouragingly — and this is what excites us — it’s becoming the smarter industry. This is what we see happening as we review Landscape Management’s 2009 State of the Industry survey, the most complete and accurate snapshot of the industry you’ll fine anywhere.

Our survey shows that our industry is responding to environmental issues by offering an ever-broader range of so-called green products and services. For example, of those who indicated they offer sustainable services, 52% say they offer water-efficient irrigation, 42% natural lawn care, 30% soil remediation, 22% installing rain gardens and 20% ecological restorations.

This trend — driven by a combination of government agencies, the media and slowly accelerating customer demand — is starting to influence buying decisions, as well. Slightly more than a third (36%) of respondents to our survey said sustainable initiatives have “some impact” on their purchase of products and equipment and 12% said they have a “big impact” on their spending.

Nevertheless, many owners and managers are taking a wait-and-see attitude. For example, 18% of respondents indicated they have seen “no demand” for natural or overtly environmental landscape services in their markets yet and another 35% responded demand is negligible but “has potential.”

But there’s a bigger picture arising from the survey — and this is what sustainability means to most of us. The survey reveals we’re positioning our companies — and by extension our industry — to survive into the future, to be more efficient, to be more productive and to be less wasteful.

Partly because of the unsettling uncertainty of our economy and partly in spite of it, we’re planning well into the next decade. Sustainability (apart from its fuzzier green connotation) means survivability, right?

After all, in our incredibly competitive landscape and lawn service markets — characterized by reduced margins, higher costs and growing regulatory attention — sustainability boils down to providing clients with what they desire while returning a stream of revenue that rewards us for our efforts and allows us to continue investing in our companies and providing our services.

That’s the biggest change occurring within our industry, according to the results of our survey, and the one that will ignite a new period of industry growth when we emerge from today’s recession. Here’s what you told us in the survey:

► About 60% of you (410 of 679 responses) said that you prepared a budget for 2009. This is a much higher percentage than previous surveys.

► 54% (371 of 682 responses) told us that you have a 3-5 year business plan. This includes 207 owners and managers who responded that they review it at least once every six months. When we asked that same question a decade ago, the percentage of owners saying they had a business plan was less than half of that.

► While you selected customer acquisition as your primary business focus this year, you said your second most important goal is to improve your systems and build efficiencies within your operations, another indication that the industry is looking ahead and planning for the future.

After you review our State of Industry report, drop me an email and share a thoughts on what the industry should be doing to remain “sustainable” within our society in the approaching decade and beyond.
Joining the many who pay less and get more.

That's intelligent.

LOOK INSIDE to see how our new, low list prices are helping contractors save big.
"Anytime you can reduce your price and maintain quality, you're at an advantage."
Dick Casci, President
Ridgewood Landscaping Inc.

"Lower pricing will help me win more business during this challenging time."
Craig Herring, Owner/President
Cypress Lawn & Landscape

More contractors are talking to their distributors about new, lower Rain Bird list prices—and more contractors are saving big. If you haven't already, now is the perfect time to ask how much you can save.

That's because we've added even more durable, water-saving products to our lower-priced line-up, giving you over 50 options to choose from.

Turn the page to see just a few of these lower-priced products.
Save up to 45% on proven Rain Bird products.

We’re proving yet again, The Intelligent Use of Water™ is about saving water and money. Now you can save even more on our industry-leading, water-efficient products—with over 50 low-priced options to choose from. Talk to your Rain Bird sales representative or distributor about how you can save on quality Rain Bird products.

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Rain Bird List Price</th>
<th>Hunter List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rain Bird® 1804 Sprays: Save more than 25% over Hunter® PROS-04 Sprays.*</td>
<td>$248</td>
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</tr>
<tr>
<td>Rain Bird® 1806 Sprays: Save more than 10% over Hunter® PROS-06 Sprays.*</td>
<td>$939</td>
<td>$1050</td>
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<tr>
<td>Rain Bird® U-Series Nozzles: Save more than 20% over 2008 list prices.*</td>
<td>$182</td>
<td>$229</td>
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<tr>
<td>Rain Bird® Rotary Nozzles: Save 45% over Hunter® MP2000 Rotators.*</td>
<td>$525</td>
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<tr>
<td>Rain Bird® DV and JTV Series Valves: Save nearly 20% over Hunter® PGV-100G Valves.*</td>
<td>$2250</td>
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<tr>
<td>Rain Bird® 100 PEB Valves: Save more than 5% over Hunter® ICV-101G Valves.*</td>
<td>$9290</td>
<td>$9900</td>
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<tr>
<td>Rain Bird® ESP Modular Controller: Save more than 20% over Hunter® Pro-C300L.*</td>
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<tr>
<td>Rain Bird® ESP-LX 8-Station Modular Controller: Save more than 5% over Hunter® ICC-800PL.*</td>
<td>$35600</td>
<td>$37900</td>
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<tr>
<td>Rain Bird® 5004 Rotors: Save 40% over Hunter® PGP-ADJ® Rotors.*</td>
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<tr>
<td>Rain Bird® 5004 Plus PRS SAM Rotors: Save nearly 40% over Hunter® I-20-ADV Ultra Rotors.*</td>
<td>$1750</td>
<td>$2800</td>
</tr>
<tr>
<td>Rain Bird® XF™ Dripline 0.9 gph, 12&quot; spacing, 250' coils: Save more than 15% over Netafim® TLDL9-12025*.</td>
<td>$11947</td>
<td>$14481</td>
</tr>
<tr>
<td>Rain Bird® SPX-FLEX-100 Swing Pipe: Save nearly 30% over Irritrol® Super Blue Flex Pipe.*</td>
<td>$3333</td>
<td>$4700</td>
</tr>
</tbody>
</table>

*Based on 2009 U.S. Rain Bird® Hunter*, Netafim®, and Irritrol® list pricing effective May 1, 2009.

Calculate your savings and find these plus more low-priced products at [www.rainbird.com/savings](http://www.rainbird.com/savings)
It's not often a big, strapping guy admits to considering wearing his wife's clothes. Just as strange, the confession of this taboo occurred in front of dozens of attendees of the Turf and Ornamental Communicators Association's (TOCA) 20th anniversary meeting, held May 12-14 in San Juan, Puerto Rico.

The cross-dressing topic came up during a TOCA breakout session in which Jim Paluch, Landscape Management's Working Smarter columnist, asked attendees to partner and process map packing for work trips. "When you process map, it's important to detail every step — the good, the bad and the ugly," Paluch urged participants.

Well, here comes the ugly: "We need to add a step where we double check all of the clothes we've packed, ensuring they're really ours," one editor warned. "I accidentally packed my wife's black pants instead of mine, once, while preparing for a work trip."

When asked whether he tried on his wife's slacks — accidentally or out of sheer desperation — the editor sheepishly admitted to sizing them up. Pointing half-way up his calf, the editor replied with disappointment, "They only came up to here."

Dressing for success is a lot easier with process maps, Paluch noted. Process maps shed light on myriad opportunities for improved efficiencies and value. They help landscape teams take hard looks in the mirror, get honest, and strip away waste.

"The key to Working Smarter is to be easy on the people and hard on the processes," Paluch reminded TOCA meeting attendees.

Paluch's high-energy consultancy, JP Horizons, has helped more than 250 Green Industry companies, on average, save tens of thousands of dollars annually through its Working Smarter Training Challenge (www.jphorizons.com/LM.htm).

"Isn't it amazing how much we learn when we process map?" Paluch asked attendees. "As soon as I broke out the big white paper and Crayola markers, you guys began sharing and growing like a room full of wide-eyed kindergartners."
Questex Media wins a record number of Green Industry communications awards

Questex Media’s Landscape Management and Golfdom media brands won a combined 20 communications awards from the Turf and Ornamental Communicators Association (TOCA) at its recent 20th anniversary meeting. Landscape Management nabbed 15 awards including the coveted Gardener Award for Writing/Publishing and:

- **Writing for Commercial Publications: Ornamental Feature Article** — First Place, “Partners in Color,” Daniel G. Jacobs, Managing Editor (Note: This September 2008 LM cover story also won the Gardner Award);
- **Writing for Web Site: Original Content** — Merit, “Color Matters” Mike Sisti, Lebanon Turf.

LM’s sister publication, Golfdom, brought home the hardware as well:

- **Best Photograph: Print Magazine Cover** — Merit, “The Natural,” Larry Aylward, Editor-in-Chief;
- **Miscellaneous Special Projects** — First Place, “2009 Dog Days of Golf Calendar,” Cynthia Andrews and Mike Sisti, Lebanon Turf/Golfdom;
- **Writing for Commercial Publications: Operations Profile** — First Place, “The Book on Steve Cook,” Aylward; Merit, “A Down-Home Approach,” Aylward; and

At Questex Media, we promise and deliver an engaged audience,” says Group Publisher Kevin Stoltman. “Year after year, independent surveys and editorial awards programs confirm our integrated print and digital media solutions deliver content — and reader loyalty — second to none.”

Honoring those who honor the profession
ST. AUGUSTINE, FL — Bill Kubly, founder of Landscapes Unlimited Inc., was awarded the American Society of Irrigation Consultants’ 2009 Roy Williams Memorial Award at this year’s annual conference. Kubly has more than 30 years experience in the golf course construction and recreational development industries. Named after an ASIC founder and one of the original independent irrigation consultants some 40 years ago, the Roy Williams award is given for significant contributions to the irrigation industry by an individual, organization or business.

Easing the tax burden on alternative fuels
ALEXANDRIA, VA — The Outdoor Power Equipment Institute announced its support of legislation from Sens. Patrick Leahy (D-VT) and Bernie Sanders (I-VT) and U.S. Rep. Peter Welch (D-VT) that provides consumers with a 25% tax credit towards the purchase of alternative energy powered lawn, garden, and forestry power equipment. Manufacturers offer a range of alternative energy powered equipment from battery, electric, hybrids, propane and solar to compressed natural gas and diesel.

Critter Control a top "low cost" franchise
TRAVERSE CITY, MI — In the fourth annual Franchisee Satisfaction Awards presented by Franchise Business Review, Critter Control ranked No. 24 in the Top 50 review of franchise systems having 50 to 200 units (Critter Control has more than 120). Franchise Business Review has surveyed more than 400 leading franchise systems, representing nearly 100,000 franchisees.